

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Peter C. Boylan III et al.  
Serial No. : 09/110,667 ✓  
Filed : July 7, 1998 ✓  
Title : INTERACTIVE TELEVISION PROGRAM GUIDE SYSTEM  
WITH LOCAL ADVERTISEMENTS  
Group Art Unit : 2711 ✓  
Examiner :

Hon. Assistant Commissioner  
for Patents  
Washington, D.C. 20231

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Group 2700

SUBMISSION OF FORMAL DRAWINGS

Sir:

Please substitute the enclosed formal drawings for the  
informal drawings filed with this application.

Respectfully submitted,

*G. Victor Treyz*  
G. Victor Treyz

Reg. No. 36,294

Attorney for Applicants

c/o FISH &amp; NEAVE

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*[Signature]*  
Signature of Person Signing

2711

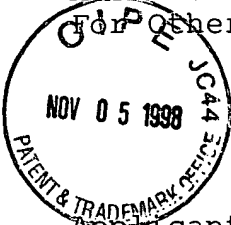
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PATENTS

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Rev. 10/96  
Modified PTO 1082  
For Other Than A Small Entity



Attorney Docket No. UV-76

Applicant(s) : Peter C. Boyland III et al.  
Serial No. : 09/110,667  
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WITH LOCAL ADVERTISEMENTS  
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Hon. Assistant Commissioner  
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Washington, D.C. 20231

TRANSMITTAL LETTER

Sir:

Transmitted herewith: ☐ a Preliminary Amendment;  
☐ a Response to Examiner's Action; ☐ a Supplemental  
Amendment; ☐ a substitute Specification; ☐ a Declaration;  
☐ a Supplemental Declaration; ☐ a Power of Attorney; ☐ an  
Associate Power of Attorney; ☐ formal drawings; ☒ a  
Submission of Formal Drawings; ☐ an Information Disclosure  
Statement; to be filed in the above-identified patent  
application.

FEE FOR ADDITIONAL CLAIMS

☒ A fee for additional claims is not required.

[ ] A fee for additional claims is required. The additional fee has been calculated as shown below:

	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE	ADDITIONAL FEES
TOTAL CLAIMS	-	*	=	x	\$22 = \$
INDEPENDENT CLAIMS	-	**	=	x	\$80 = \$
FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM				+	\$260 = \$
					TOTAL \$ .00

\* If less than 20, insert 20.  
\*\* If less than 3, insert 3.

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[ ] A check in the amount of \$ \_\_\_\_\_ in payment of the filing fee is transmitted herewith.

[X] The Commissioner is hereby authorized to charge payment of any additional filing fees required under 37 C.F.R. § 1.16, in connection with the paper(s) transmitted herewith, or credit any overpayment of same, to Deposit Account No. 12-2325. A duplicate copy of this transmittal letter is transmitted herewith.

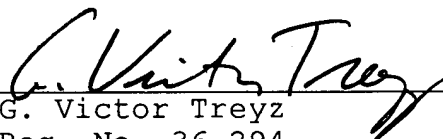
[ ] Please charge \$ \_\_\_\_\_ to Deposit Account No. 12-2325 in payment of the filing fee. A duplicate copy of this transmittal letter is transmitted herewith.

#### EXTENSION FEE

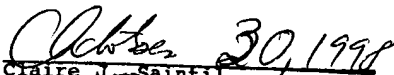
[ ] The following extension is applicable to the Response filed herewith; [ ] \$110.00 extension fee for response within first month pursuant to 37 C.F.R. § 1.17(a); [ ] \$390.00 extension fee for response within second month pursuant to 37 C.F.R. § 1.17(b); [ ] \$930.00 extension fee for response within third month pursuant to 37 C.F.R. § 1.17(c); [ ] \$1,470.00 extension fee for response within fourth month pursuant to 37 C.F.R. § 1.17(d).

[ ] A check in the amount of [ ] \$110.00; [ ] \$390.00; [ ] \$930.00; [ ] \$1,470.00; in payment of the extension fee is transmitted herewith.

- [X] The Commissioner is hereby authorized to charge payment of any additional fees required under 37 C.F.R. § 1.17 in connection with the paper(s) transmitted herewith, or to credit any overpayment of same, to Deposit Account No. 12-2325. A duplicate copy of this transmittal letter is transmitted herewith.
- [ ] Please charge the [ ] \$110.00; [ ] \$390.00; [ ] \$930.00; [ ] \$1,470.00; extension fee to Deposit Account No. 12-2325. A duplicate copy of this transmittal letter is transmitted herewith.

  
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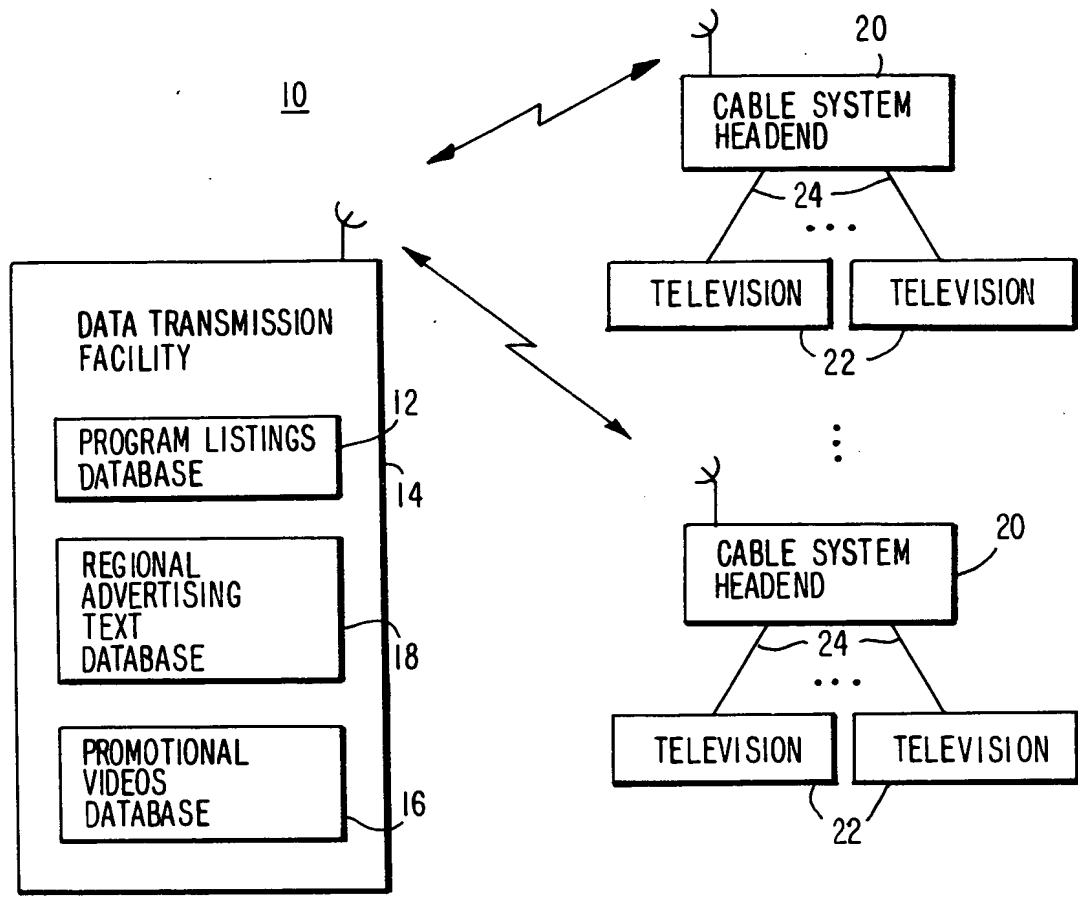
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FIG. 1  
BY [illegible]  
[illegible]

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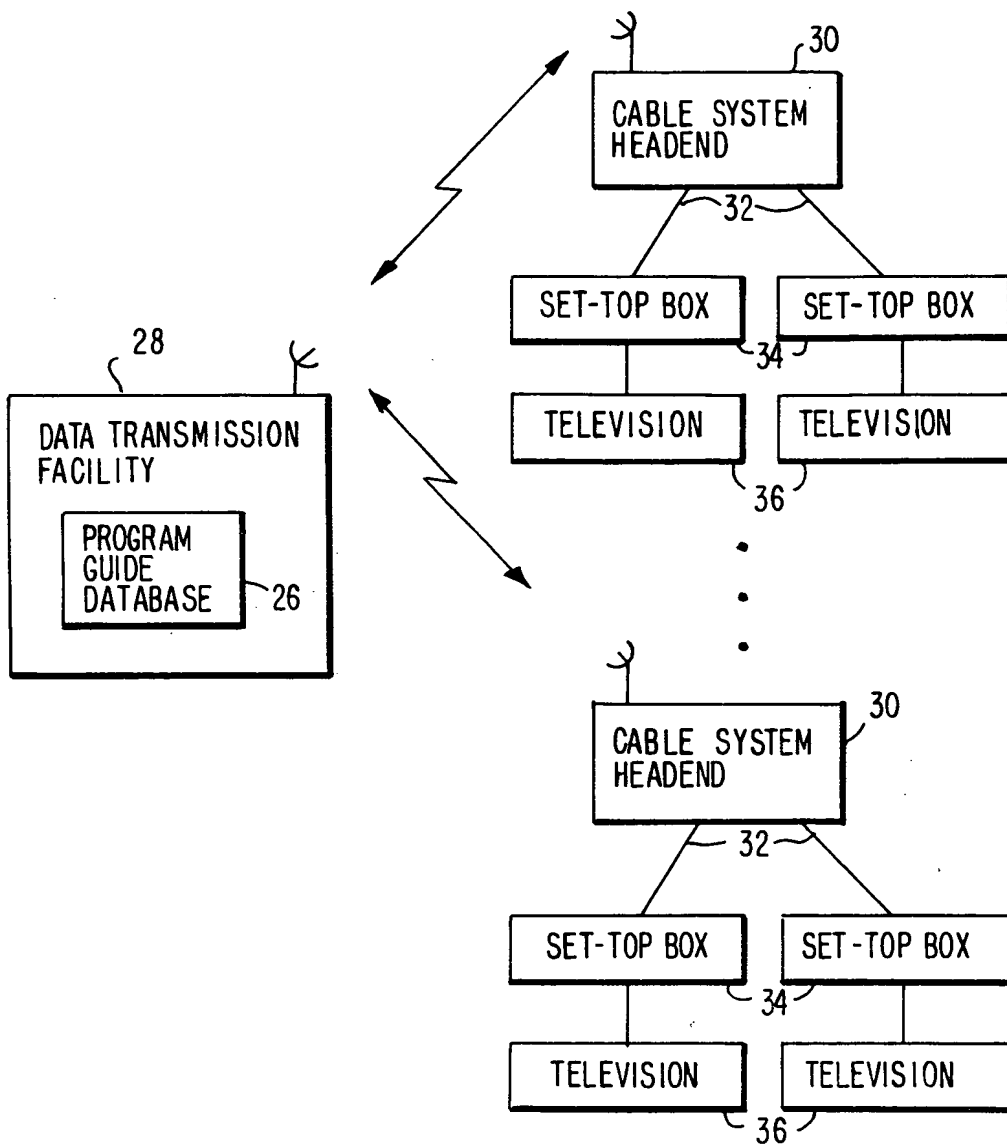
**FIG. 1**  
PRIOR ART

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VIDEO ADVERTISEMENT	REGIONAL ADVERTISING TEXT
SCROLLING LIST OF PROGRAM LISTINGS	

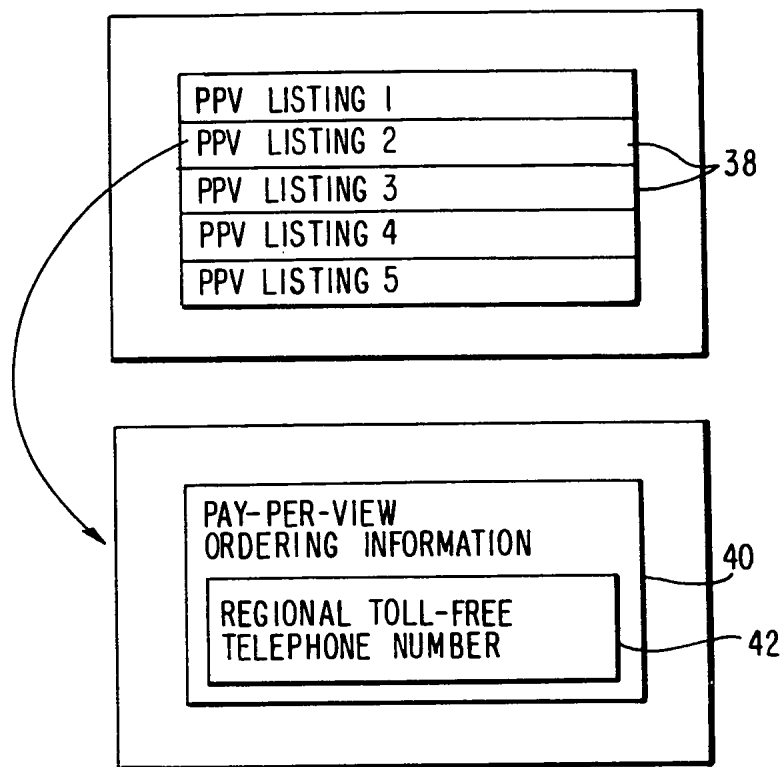
**FIG. 2**  
PRIOR ART

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**FIG. 3**  
PRIOR ART

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**FIG. 4**  
PRIOR ART



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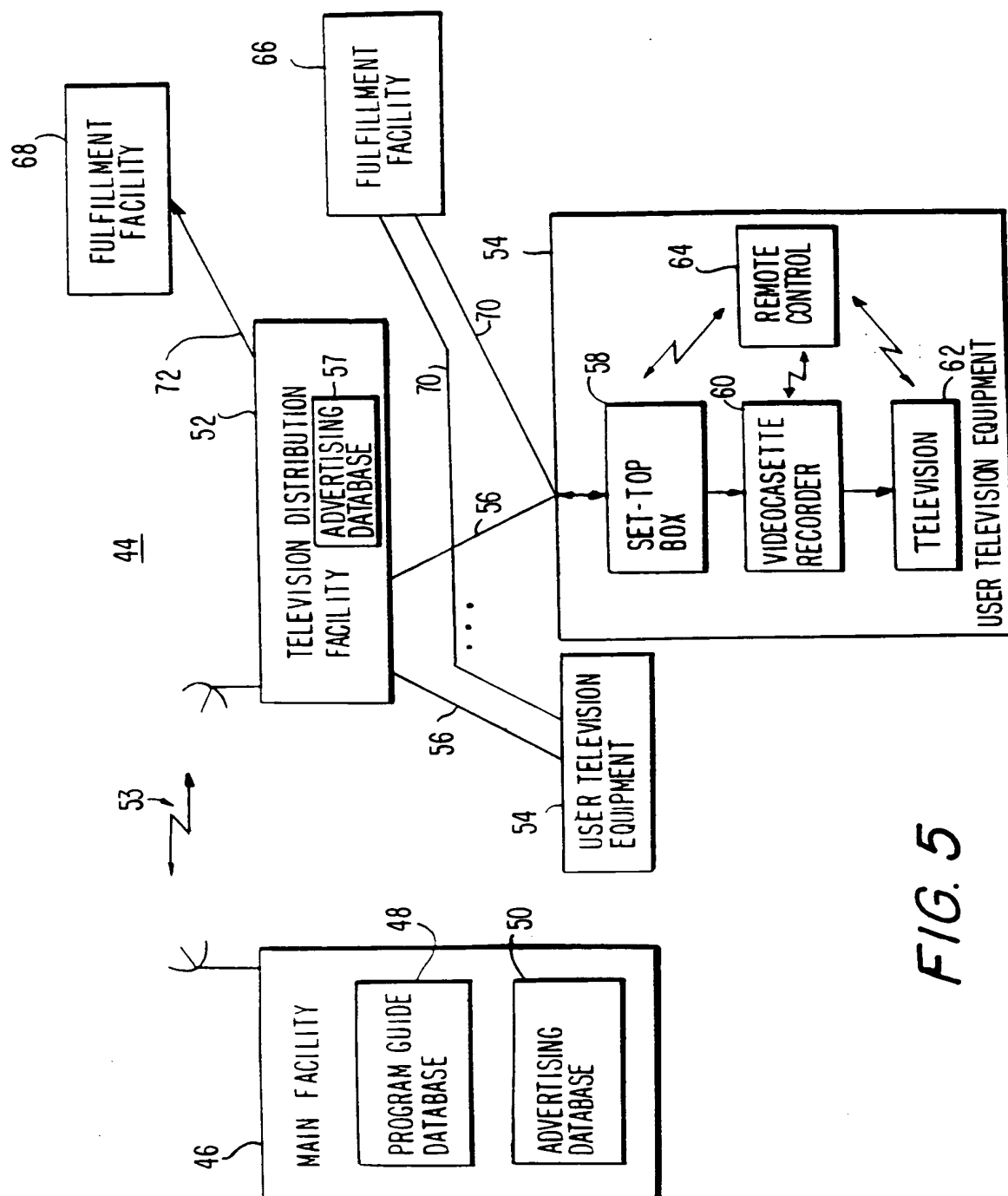


FIG. 5

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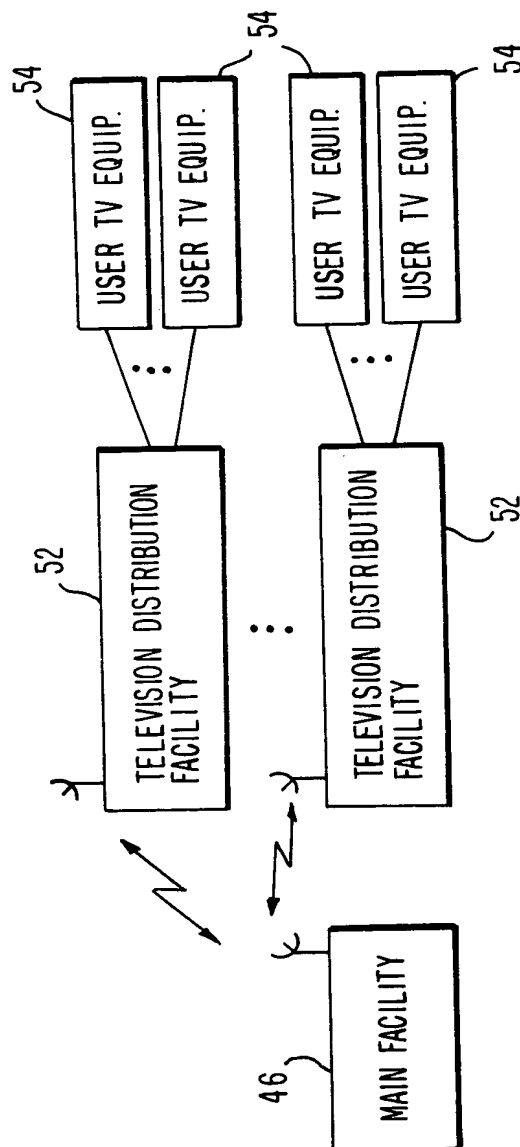


FIG. 6

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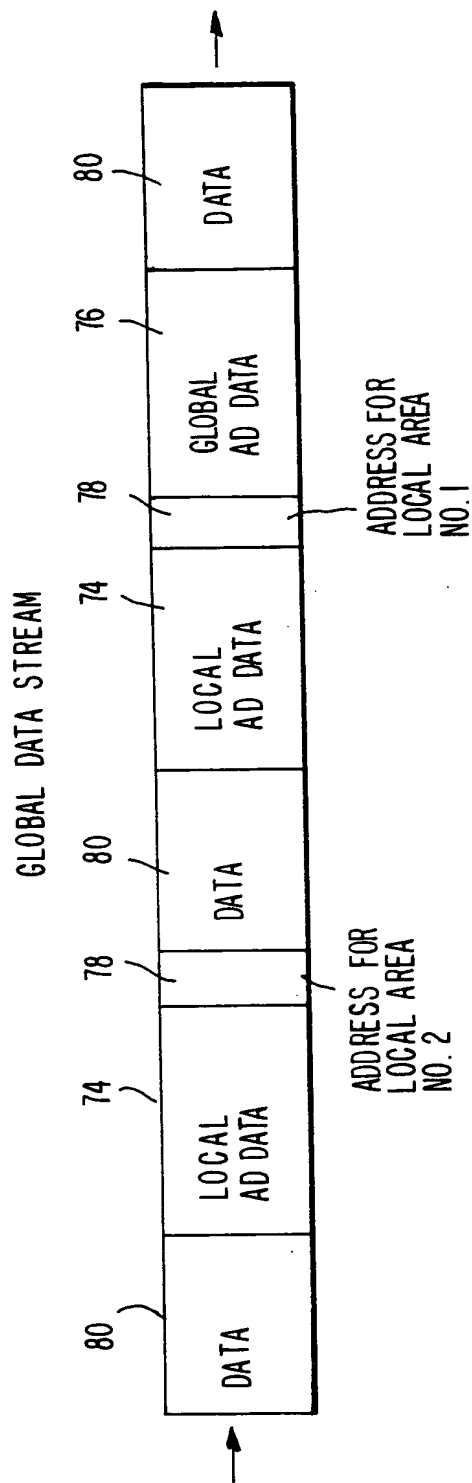


FIG. 7

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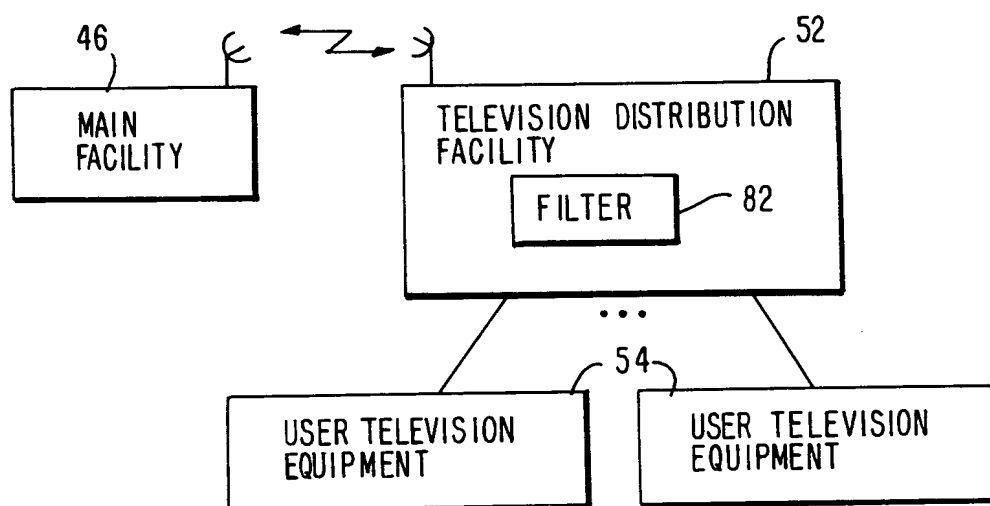


FIG. 8

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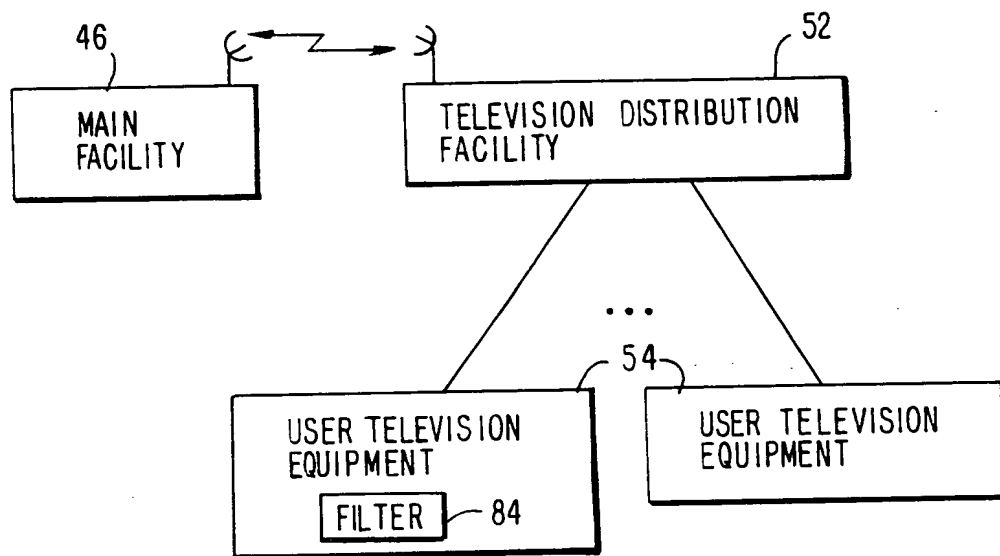


FIG. 9

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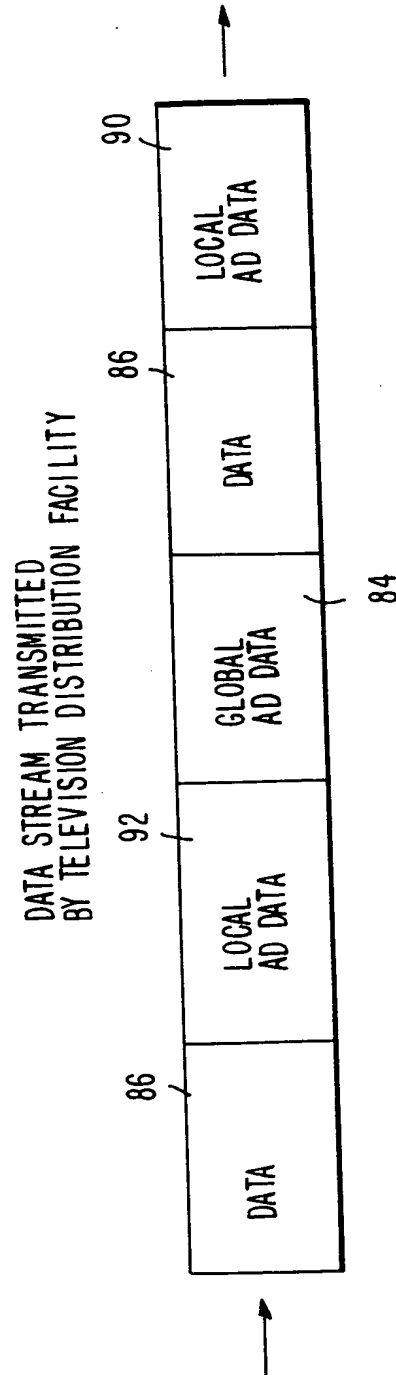
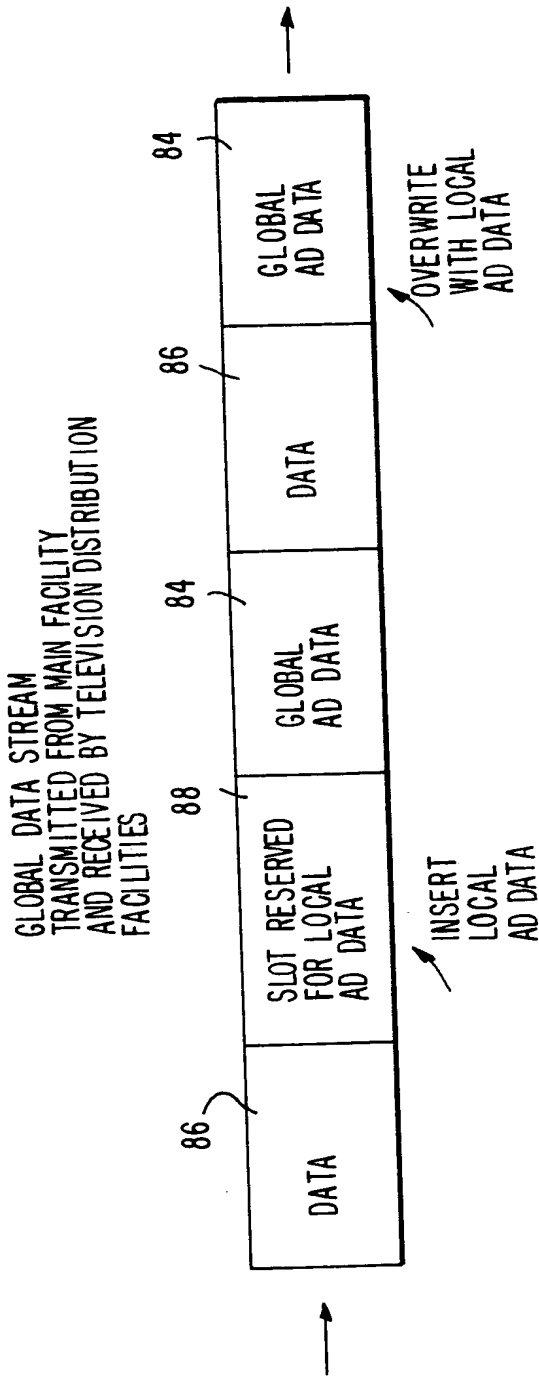
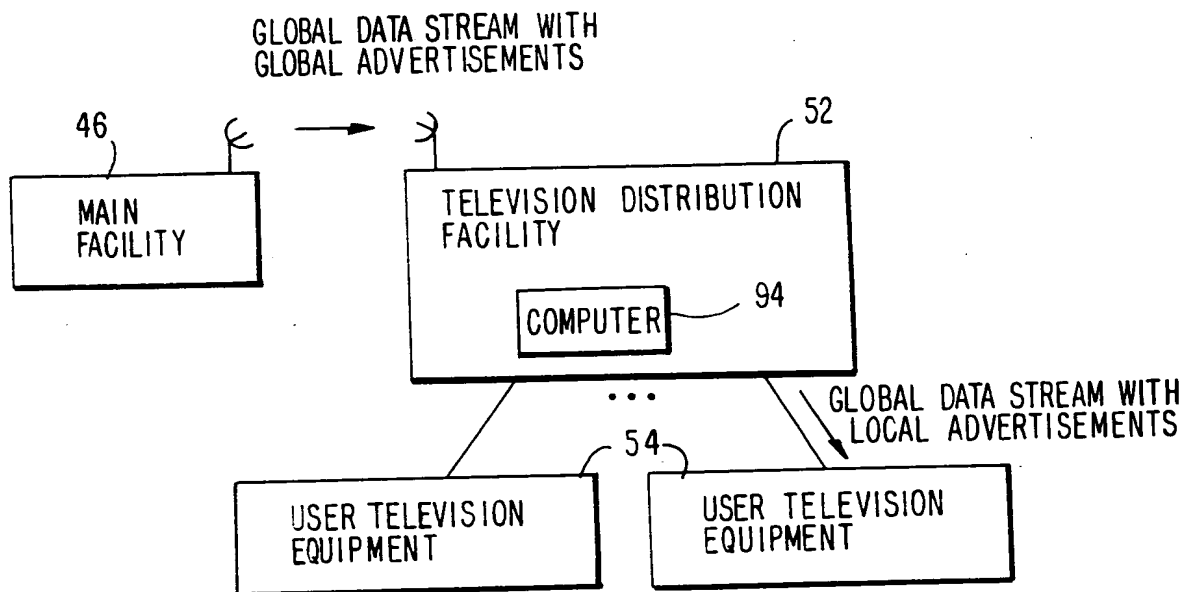


FIG. 10

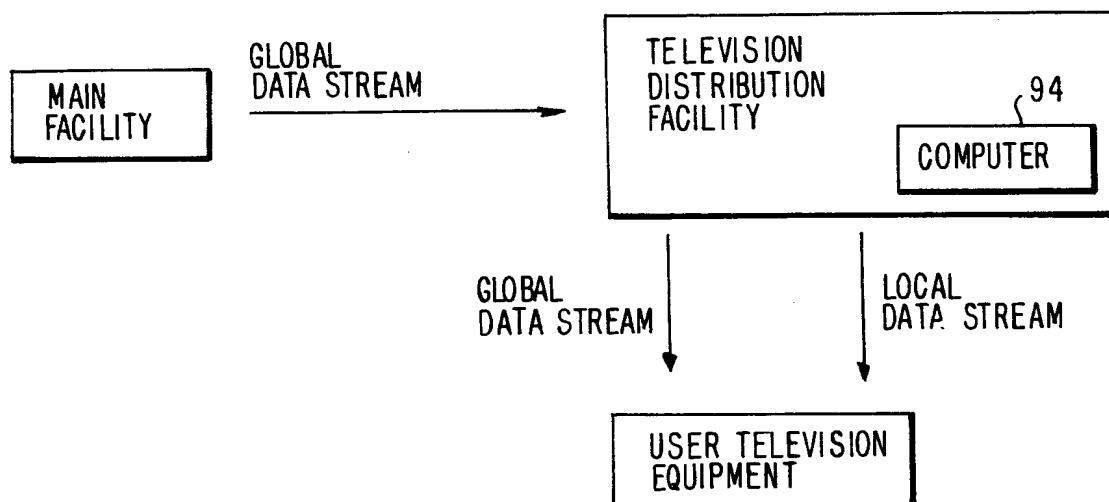
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**FIG. 11**

APPROVED	D.G. FIG.	
BY	CLASS	SUBCLASS
DRAFTSMAN		

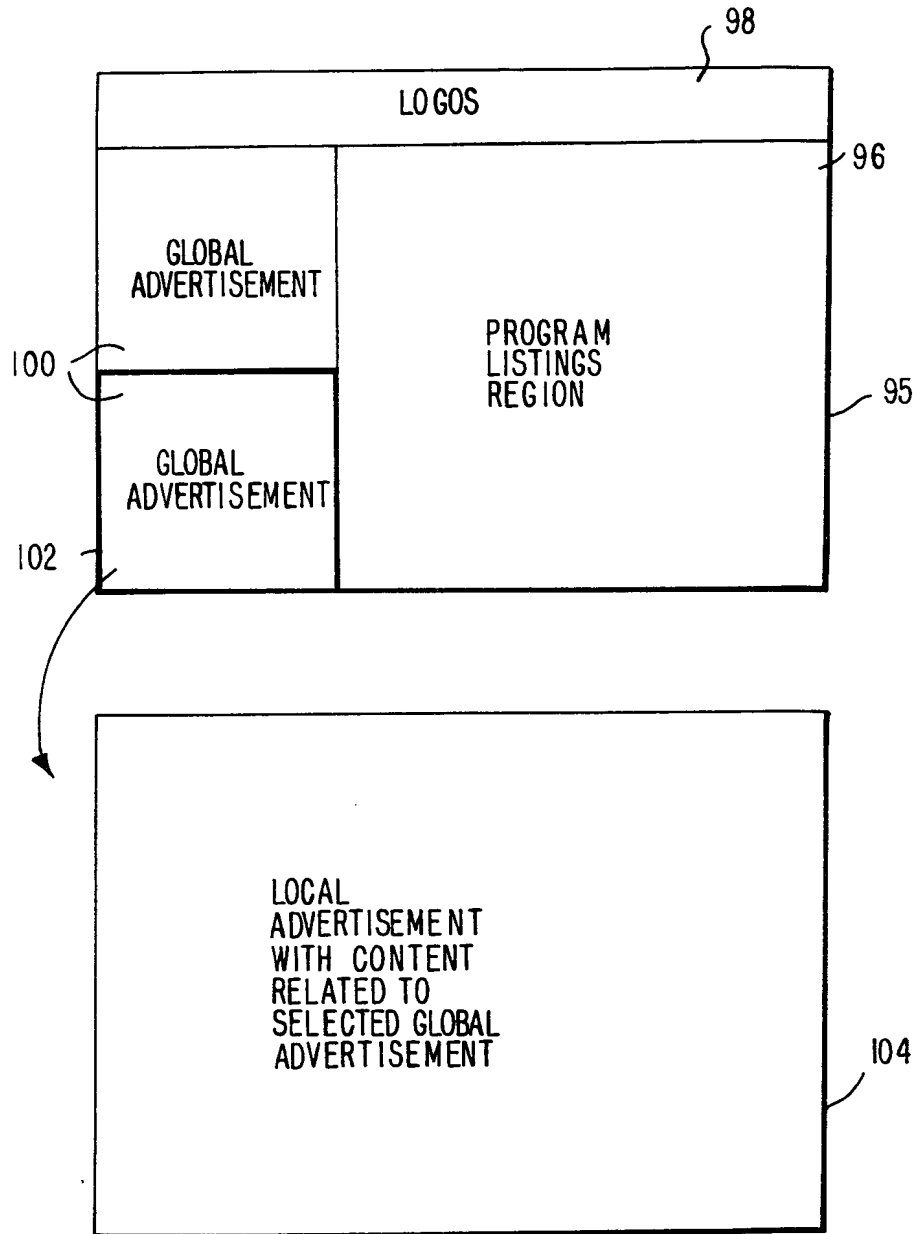
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*FIG. 12*



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**FIG. 13**

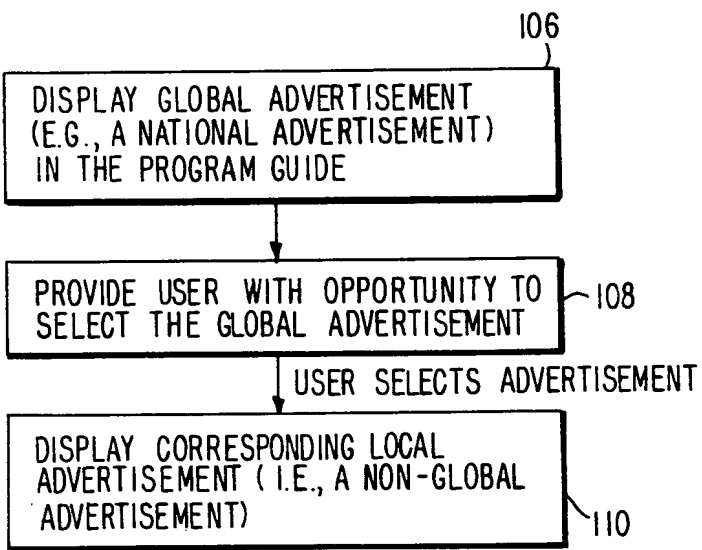
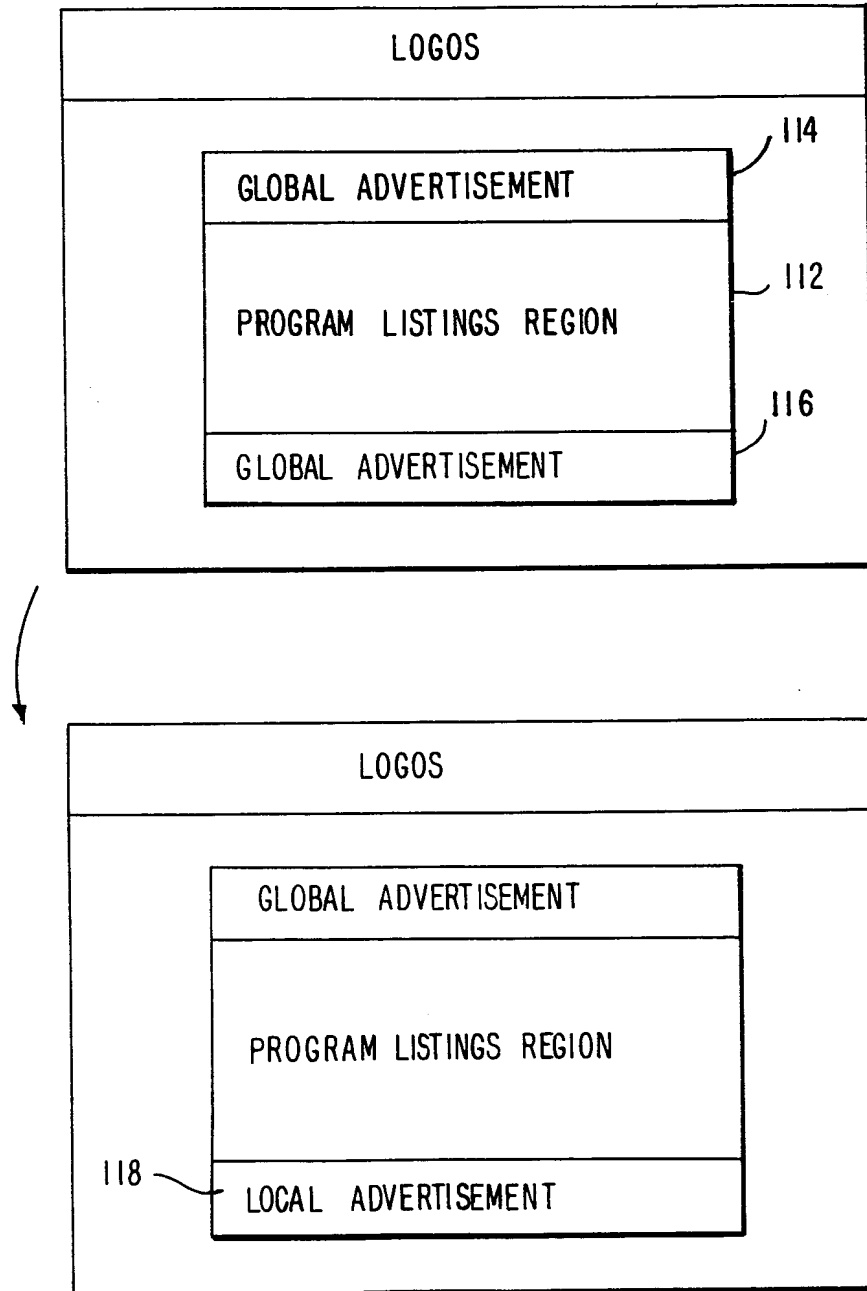


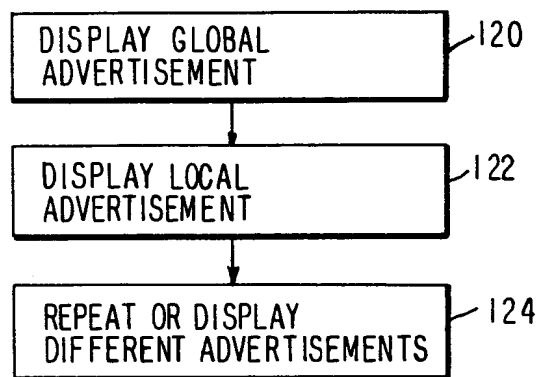
FIG. 14

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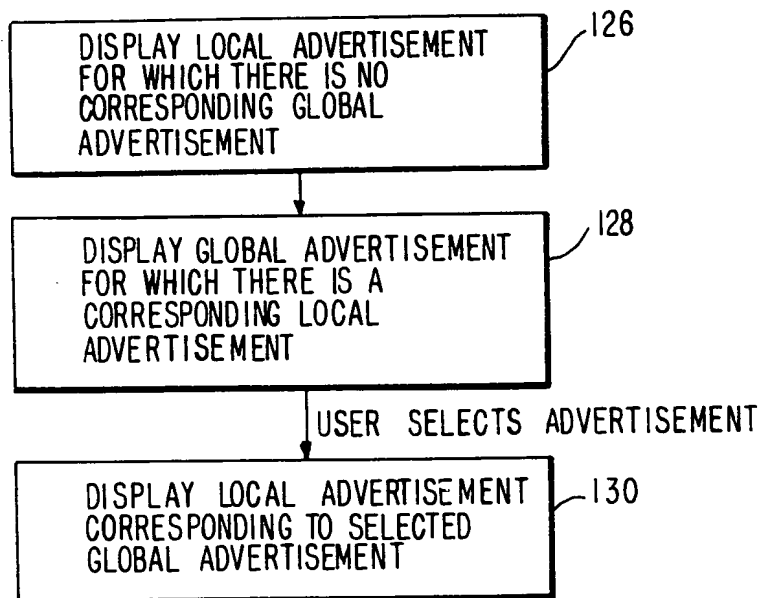
**FIG. 15**

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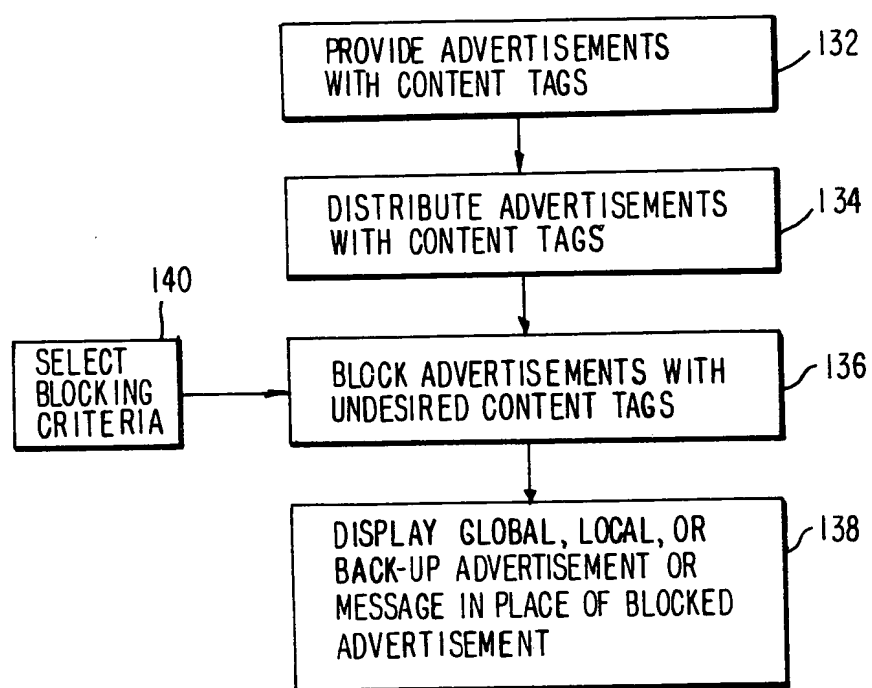
**FIG. 16**

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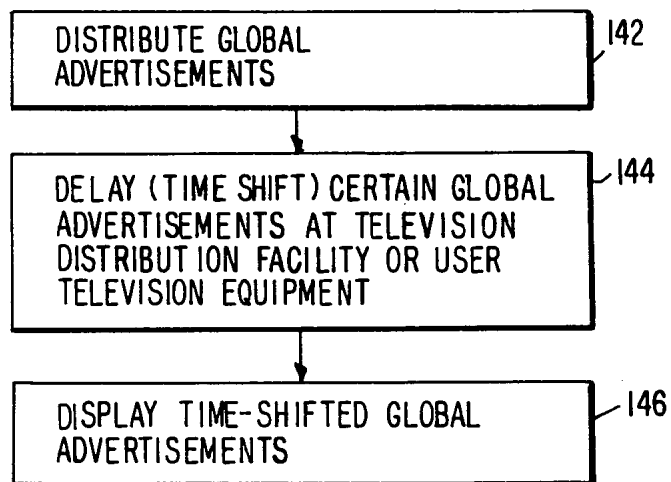
*FIG. 17*

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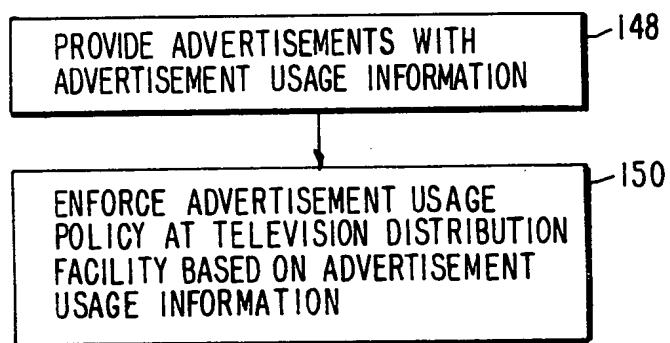
*FIG. 18*

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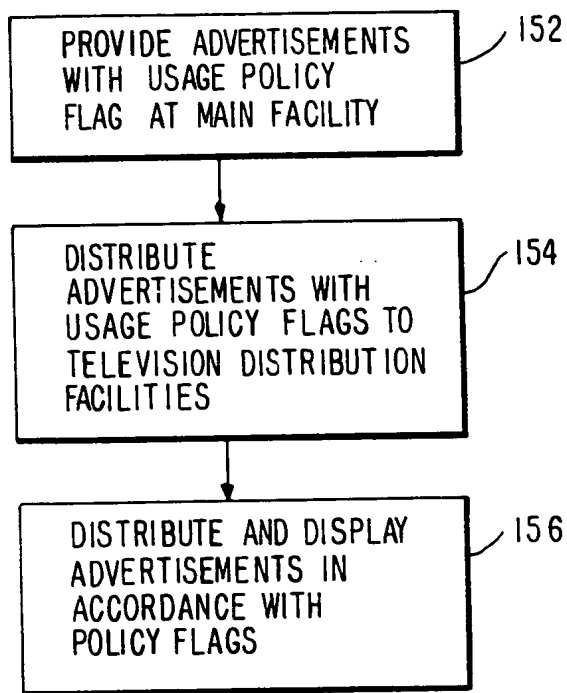
*FIG. 19*

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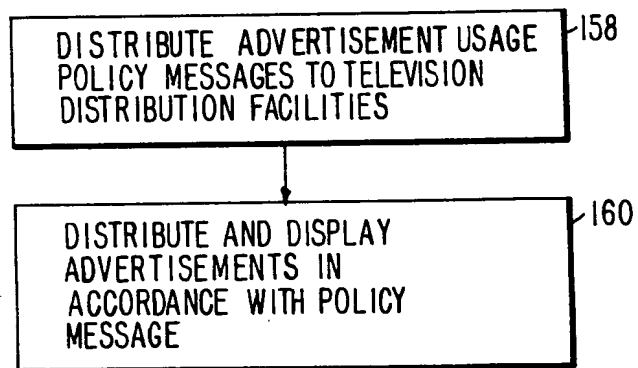
*FIG. 20*





**FIG. 21**

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***FIG. 22***